

**AMENDMENTS TO THE CLAIMS**

This Listing of Claims will replace all prior versions, and listings, of claims in this application:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for listing an independent seller's good for sale using a CPU, a memory operatively connected to the CPU and a program stored in the memory and executable by the CPU for presenting the good for sale on a website, the method comprising ~~the steps of:~~

(a)—receiving from a seller information identifying a good, the information comprising a series of tones generated by depression of keys of a telephone; and

(b)—presenting the good for sale on a website.

2. (Currently Amended) The method of claim 2 1, wherein the series of tones navigates through a voice-prompt system.

3. (Original) The method of claim 1, wherein the telephone is a touch tone telephone and wherein the series of tones comprises tones generated by depressing the telephone's keys in a sequence corresponding to an alphanumeric sequence of a standard identification code.

4. (Original) The method of claim 3, wherein the standard identification code is a universal product code.

Reply to Office Action dated February 11, 2005

5. (Original) The method of claim 3, wherein the standard identification code is an international standard book number.

6. (Currently Amended) The method of claim 1, further comprising the step of:

(c)—retrieving information relating to the good from a database; wherein the said information ~~retrieved in step (c)~~ is used to present the good for sale in step (b).

7. (Currently Amended) The method of claim 6, wherein ~~step (b)~~ said presentation of the good for sale is performed in real time.

8. (Currently Amended) The method of claim 3 4, wherein the information identifying the good identifies a characteristic of the good in addition to an identity of the good, the characteristic of the good being incapable of being discerned from the standard identification code, the identity of the good being discernable from the standard identification code.

9. (Currently Amended) The method of claim 6, further comprising the steps of:

(d)—determining a recommended sale price for the good, the sale price being information relating to the good that is retrieved from the database;

(e)—providing the recommended sale price to the seller; and

(f)—receiving from the seller a selected sale price.

10. (Currently Amended) The method of claim 6, further comprising the steps of:

(g) —determining a recommended sale price for the good, the sale price being information relating to the good that is retrieved from the database;

(h) —providing the recommended sale price to the seller; and

(i) —receiving from the seller a confirmation of the seller's acceptance of the recommended sale price and using the recommended sale price as the selected sale price.

11. (Currently Amended) The method of claim 1, further comprising the step of:

(j) —receiving a seller identification code ~~which is recognizable in association with~~ that identifies the seller.

12. (Currently Amended) The method of claim 11, wherein the seller identification code received ~~in step (j)~~ comprises tones generated by depressing the telephone's keys in a sequence corresponding to an alphanumeric sequence ~~associated with~~ identifying the seller.

13. (Currently Amended) The method of claim 11, wherein the seller identification code is a telephone number of the telephone from which the seller is calling, and wherein ~~step (g)~~ receiving a seller identification code identifying the seller comprises recognizing the telephone's telephone number by a caller identification technique.

14-20 (Cancelled)

21. (New) The method of claim 3, further comprising:  
using said standard identification code to reference a database;  
retrieving from the database information relating to the standard identification code, said information including a recommended sale price for the good;  
providing the recommended sale price to the seller; and  
receiving from the seller a selected sale price;  
wherein the information relating to the standard identification code is used to present the good for sale.

22. (New) The method of claim 3, further comprising:  
using said standard identification code to reference a database;  
retrieving from the database information relating to the standard identification code, said information including a recommended sale price for the good;  
providing the recommended sale price to the seller; and  
receiving from the seller a confirmation of the seller's acceptance of the recommended sale price and using the recommended sale price as the selected sale price;  
wherein the information relating to the standard identification code is used to present the good for sale.

23. (New) A computer-implemented method for listing an independent seller's good for sale using a CPU, a memory operatively connected to the CPU and

**Reply to Office Action dated February 11, 2005**

a program stored in the memory and executable by the CPU for presenting the good for sale on a website, the method comprising:

receiving from a seller a series of tones comprising tones generated by depressing keys of a telephone in a sequence corresponding to an alphanumeric sequence of a standard identification code;

adding the good to a virtual inventory of goods being offered for sale;

retrieving from the memory information associated with the standard identification code, the information relating to the good; and

presenting the good for sale on a website to display the information retrieved from the memory using the standard identification code.

24. (New) The method of claim 23, wherein the series of tones further comprises tones generated by depressing the telephone's keys to identify a characteristic of the good that is incapable of being discerned from the standard identification code.

25. (New) The method of claim 23, wherein the retrieving from the memory information associated with the standard identification code, and the presenting the good for sale on a website are performed after a buyer inquires about the good.

26. (New) The method of claim 23, wherein the retrieving from the memory information associated with the standard identification code, and the presenting the good for sale on a website are performed after a buyer's search for the good.

27. (New) The method of claim 23, wherein adding the good to a virtual inventory of goods being offered for sale comprises storing in the memory the standard identification code.

28. (New) The method of claim 23, wherein retrieving from the memory information associated with the standard identification code comprises retrieving a recommended sale price for the good, the method further comprising providing the recommended sale price to the seller.

29. (New) The method of claim 23, further comprising:  
receiving a seller identification code that is recognizable to identify seller information previously provided in association with the seller.

30. (New) The method of claim 29, wherein the seller identification code comprises tones generated by depressing the telephone's keys in a sequence corresponding to an alphanumeric sequence associated with the seller.

31. (New) The method of claim 29, wherein the seller identification code is a telephone number of the telephone from which the seller is calling, and wherein receiving a seller identification code comprises recognizing the telephone's telephone number by a caller identification technique.

32. (New) The method of claim 23, wherein presenting the good for sale comprises:

displaying via the website information provided by the seller; and

displaying via the website additional information not provided by the seller, the additional information being retrieved from a database, the additional information being stored in the database in association with the standard identification code provided by the seller.